In order to sustain growth and success, leadership determined that ISITC should focus on the following areas, utilizing partnerships and other resources as deemed appropriate:

**Expand ISITC’s Influence in the Industry**
- Produce regular output of content
- Engage membership and create programs that increase interest
- Improve communication and dissemination of mission statement and purpose
- Increase strategic representation with partner organizations

**Become a Coordinating Body**
- Bring ISITC’s positions to standards organizations in order to collaborate
- Establish and create ongoing dialogue with regulators to enable two-way flow of information
- Establish and create ongoing dialogue with siloed industry organizations (i.e. ICMA, ISDA, fintech, etc.)

**Utilize Leadership More Effectively**
- Review leadership structure of Working Groups and Forums, Committees, Task Forces and the Board of Directors
- Increase ISITC leadership engagement, accountability, and ownership
- Increase exposure and recognition in the industry for ISITC leadership

**Ensure and Strengthen Long-Term Stability**
- Expand existing revenue and increase membership
- Identify alternative revenue sources
- Analyze ROI for current and future offerings and programs